

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

Mentzer Media Services, Inc.
600 Fairmount Avenue
Suite 306
Towson, MD 21204

<u>Contract / Revision</u> 500002 /		<u>Alt Order #</u> 06393784
<u>Product</u> RESTORE OUR FUTURE		
<u>Contract Dates</u> 10/30/12 - 11/06/12		<u>Estimate #</u> 661
<u>Advertiser</u> ISS/Restore Our Future		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u> 1021	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount	
N 13	KVVU	11/01/12	11/02/12	Katie Couric	2-3p		:30			NM	2	\$850.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	---TF--				2	\$425.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
	2	KVVU	10/29/12-11/04/12	Katie Couric	2-3p	----ThF----	:30		\$425.00	NM			
	See MG 13.3												
	3	KVVU	11/06/12-11/06/12	The Dr.Oz Show	M-F 10a-11a	-Tu-----	:30		\$425.00	NM			
	Ⓜ MG for 13.2 11/01												
Totals												64	\$153,300.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	64	\$153,300.00	\$130,305.00
Totals	64	\$153,300.00	\$130,305.00

Signature: _____ **Date:** _____

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.07

REP. #	OFF. #	762	SALESMAN #
BUYER NAME	STEPHANIE KOHLBAUER		
SALES PRSN	PH-	TERESA DIFURIA	

TOWSON, MD 21286

ORDER # _____ CONTRACT # 6393784

CLASS: NATL.	LOCAL	REGIONAL
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PRDCT	<u>RESTORE OUR FUTURE</u>	<u>EST#661</u>	COMMENTS: (LINE, ORDER, INVOICE)
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FLIGHT DATES OCT30/12 NOV6/12 WK-2

CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE NOV2/12 18.00

REP: OK'D M10 SEE LINE 50

TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021
AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	: SPTS

AGENCY ADVERTISER CODE = AGENCY EST# = 661
AGENCY PRODUCT CODE =

[illegible]

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PROGRAM : KATIE COURIC
RA35+ : 2.0
ORD COM1: ADD TO SCHED
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ORD COM1: ADD TO SCHED

REP HEADLINE# 6393784 TRF# 500002
\$\$\$ MOD# 2 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.07
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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50	A		1000A-1100A	30		\$425.00	11/6	11/6	1		TUE	1
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PROGRAM : DR OZ
RA35+ : 2.0
ORD COM1 : SPOT N/A DUE TO NEWS BREAK IN. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR NOV1 ON LINE-23 FOR 1 SPOT/WK
STATION MAKEGOOD OFFERS:
M10 OK'D BUY#23 MISSED:TH-F/200P-300P NOV1 30S \$425.00 (NOV2/12)
OFFER:TUE/1000A-1100A NOV6 30S \$425.00 PLS ADVISE.
CMT:SPOT N/A DUE TO NEWS BREAK IN. SEE MG OFFER. PRE-BOOKED PLS APPROVE.

NOV/12 153300.00 CONTRACT TOTAL 153300.00
TOTAL SPOTS 64

MARKET TOTALS \$421,470 KVVU 17% KSNV 34% KLAS 28% KTNV 21% KVMY 0% KVCW 0% CABL 0%
KTUD 0%

QUALITATIVE A35+ DATA USED.

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE